



## Diebold Nixdorf Advanced Software Drives New Retail Experience Store in Germany

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*Innovation leader demonstrates connected commerce applications in Düsseldorf*

North Canton, Ohio, USA, and Paderborn, Germany – Pushing the boundaries of the traditional shopping experience, international communications agency Mavis and retail consultancy Tailorit have opened a new experience store, exp37, in Düsseldorf. Exp37 is an innovative, no-line retail concept furnished as a fashion store that focuses on connecting physical and digital consumer experiences to reimagine the traditional shopping experience. Diebold Nixdorf is among several other well-known companies participating in the project. The company's TP Application software suite serves as the project's control center for its numerous innovative applications.

Diebold Nixdorf's TP Application software suite functions as an omnichannel platform, integrating all POS-related online and office touchpoints. The special TP Loyalty application manages all processes related to sales history and customer loyalty. With its BEETLE iPOS plus Advanced and BEETLE moPOS systems, Diebold Nixdorf has contributed state-of-the-art stationary and mobile cash-handling technology to the project.

The exp37 experience store serves as a platform for retailers and solution providers to engage and exchange views on the future of retailing and the intelligent internetworking of online and offline sales channels through innovation workshops and discussion forums. "Connected commerce applications offer retailers enormous potential to generate added value for customers and to create a truly extraordinary shopping experience for them," says Thomas Fell, Diebold Nixdorf senior vice president, retail.

The exp37 store demonstrates the innovative digital technology of today and tomorrow designed to make retail processes more efficient, increase touchpoint performance and enable cross- and up-selling effects. Among the innovations on display for exp37 visitors to interact with is an app developed by Diebold Nixdorf that bundles a number of services such as a location finder, price and event information, a social media link and the digital administration of customers' shopping history.

"The exp37 store is an exceptional project that enables retailers to experience first-hand innovative in-store technologies and to find the right individual solution for their future business needs," adds Fell.

For more information, see [www.exp37.de/en](http://www.exp37.de/en)

### About Diebold Nixdorf

Diebold Nixdorf is a world leader in enabling connected commerce for millions of consumers each day across the financial and retail industries. Its software-defined solutions bridge the physical and digital worlds of cash and consumer transactions conveniently, securely and efficiently. As an innovation partner for nearly all of the world's top 100 financial institutions and a majority of the top 25 global retailers, Diebold Nixdorf delivers unparalleled services and technology that are essential to evolve in an 'always on' and changing consumer landscape.

Diebold Nixdorf has a presence in more than 130 countries with approximately 25,000 employees worldwide. The organization maintains corporate offices in North Canton, Ohio, USA and Paderborn, Germany. Shares are traded on the New York and Frankfurt Stock Exchanges under the symbol 'DBD'. Visit [www.DieboldNixdorf.com](http://www.DieboldNixdorf.com) for more information.

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